

About Jewellery Business

Jewellery Business is Canada's award-winning jewellery magazine. Six times a year, the magazine offers readers a Canadian perspective on the processes that shape their trade, and gets up close and personal with professionals from all facets of the jewellery industry—from master cutters who patiently and precisely entice the sparkle from a diamond to seasoned marketing pros who offer sage advice on forging long-lasting client relations.



All rates contained herein are in gross dollars

Jewellery Business is endorsed by





Audience

Jewellery Business is Canada's premier and only audited trade publication dedicated exclusively to the jewellery industry. With a robust readership that spans the entire country, from the bustling urban centres of the East to the serene coasts of the West, our magazine is the go-to resource for industry professionals.

A staggering 92% ^[1] of our readers are retail stores, ensuring that our content reaches the heart of the industry—those who make daily decisions in the marketplace. Additionally, 70%* of our subscribers are identified by their name, title, or occupation, signifying our deep connection with individual professionals who are leaders and key influencers within the sector.

Jewellery Business is committed to delivering insightful content that informs, educates, and inspires, making it an indispensable tool for retailers, designers, and other industry stakeholders across Canada.

Areas of work which the companies of our readers perform ^[1]

| Area of Work | Per cent of readers |
|---|---------------------|
| Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers | 92.0% |
| Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors | 2.8% |
| Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters | 4.7% |
| Others Allied to the Field | 0.5% |

Geographic Breakdown per province ^[1]

| Province | Per cent of readers |
|---------------------------|---------------------|
| Alberta | 11.3% |
| British Columbia | 19.5% |
| Manitoba | 3.3% |
| New Brunswick | 2.2% |
| Newfoundland and Labrador | 1.1% |
| Northwest Territories | 0.1% |
| Nova Scotia | 3.8% |
| Ontario | 39.1% |
| Prince Edward Island | 0.4% |
| Quebec | 17.5% |

Key Figures

5,694

Print Reach ^[1]

9,800

E-mail Reach

Footnotes

Data Source: AAM statement, June 2024

Editorial Calendar (2025)

February

Gold & Silver edition

Space Closing: January 3, 2025

Material Deadline: January 10, 2025

Publishing Date: February 11, 2025

May

Bridal Issue

Bonus Distribution at JCK Las Vegas

Space Closing: March 14, 2025

Material Deadline: March 21, 2025

Publishing Date: April 23, 2025

July

Latest Jewellery Trends

Space Closing: May 2, 2025

Material Deadline: May 9, 2025

Publishing Date: June 11, 2025

August

**20th Anniversary
Issue!**

Summer Shows

Space Closing: June 19, 2025

Material Deadline: June 26, 2025

Publishing Date: July 29, 2025

October

2025 Buyers' Guide

Space Closing: August 21, 2025

Material Deadline: August 28, 2025

Publishing Date: September 30, 2025

December

Tech Review

Space Closing: October 15, 2025

Material Deadline: October 22, 2025

Publishing Date: November 28, 2025

A graphic showing a close-up of a person's neck and shoulders, wearing a delicate necklace. A white rectangular box with a pink border is overlaid on the image, containing the text "Cover Tip-ons".

Cover Tip-ons

Make headlines with **Jewellery Business's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.

Rate: \$7,805 /issue

Looking for something with even more impact? We can do barndoor, gatefolds, and more! Contact your account manager for a quote or to learn more.

Print Rates

Display Ad Rates

| Ad Size | Rate |
|--------------------------------|---------|
| Full Page | \$4,590 |
| 1/2 Page Island | 3,675 |
| 1/2 Page Vertical / Horizontal | 3,215 |
| 1/3 Page | 2,295 |
| 1/4 Page | 2,070 |
| Double Page Spread | 7,805 |

Cover Ad Rates

| Ad Size | Rate |
|----------|---------|
| IFC, IBC | \$5,510 |
| OBC | 5,970 |

Marketplace Rates

| Ad Size | Rate |
|--------------------|-------|
| Single Marketplace | \$385 |
| Double Marketplace | 575 |

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

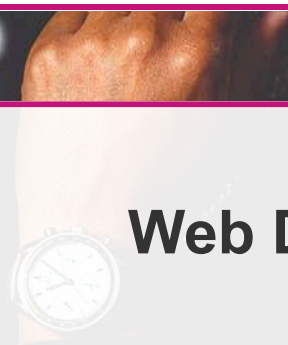
Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Web Display

Jewellery Business' website provides jewellery professionals with breaking industry news, a library of article archives and searchable Digital Editions, as well as Canada's only search-optimized online Buyers' Guide. Online display (banner) advertising can significantly increase your exposure to influential jewellery industry professionals who frequently refer to our website when sourcing the latest technologies, techniques and news.

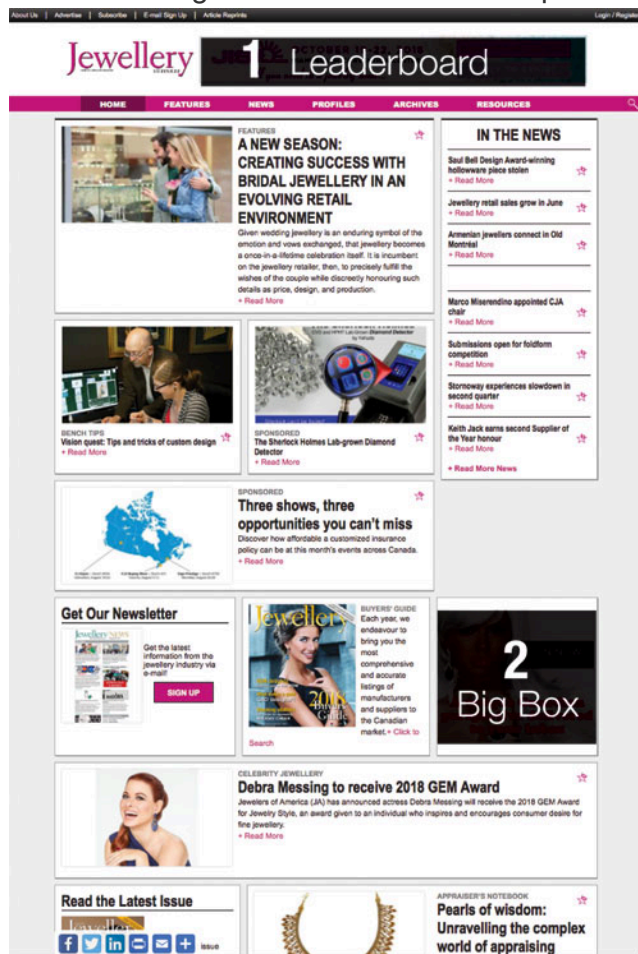
Leaderboard (728 x 90 pixels): \$1,250/month

Big Box (300 x 250 pixels): \$1,145/month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.



High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Mobile Reveal

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$1,030/month

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

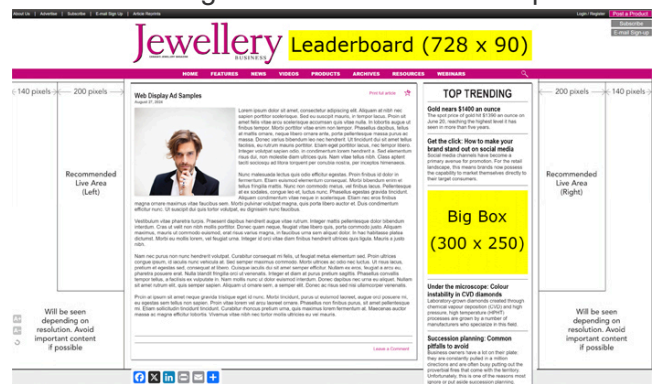
Mobile: 320px by 50px

Rate: \$3,630/month

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.



Online Rates

| Ad Type | Rate | Per |
|--|----------|-----------|
| <u>Leaderboard</u> | \$ 1,250 | Month |
| <u>Big Box</u> | 1,145 | Month |
| <u>Wallpaper</u> | 3,630 | Month |
| <u>Mobile Reveal</u> | 1,030 | Month |
| <u>Demo-Cast</u> | 2,965 | Broadcast |
| <u>Branded News</u> | 1,265 | Month |
| <u>Branded Features</u> | 1,600 | 12 Months |
| <u>E-Broadcast</u> | 2,615 | Broadcast |
| <u>E-Newsletter Sponsorship</u> | 1,605 | Broadcast |
| <u>Digital Edition Sponsorship</u> | 2,050 | Issue |
| <u>Products</u> | 210 | Month |

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances.

Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Jewellery Business* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Price: \$2,965

Add the edited MP4 file: \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

Gesswein Demo-Cast



MP4 File Terms of Sale

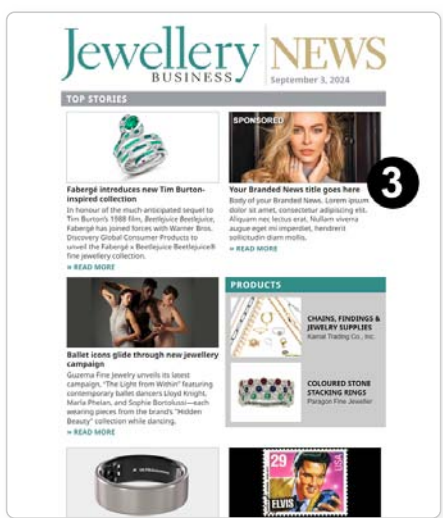
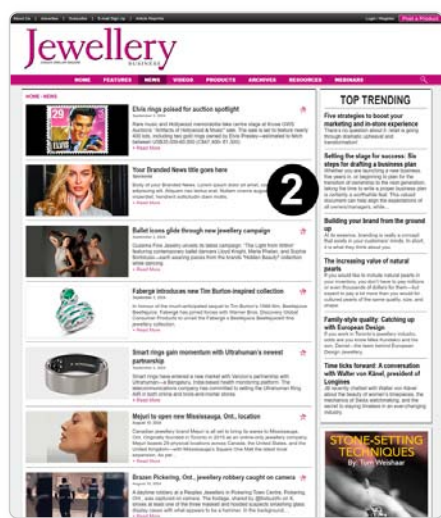
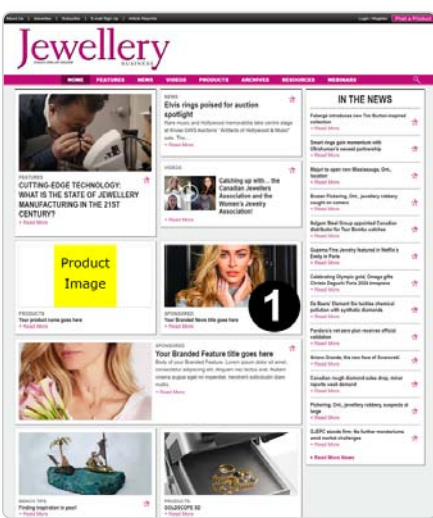
Kenilworth Media Inc., publishers of Jewellery Business, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

Branded News

Branded News promotes new product launches as well as new resources, such as literature and websites. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter
- Social Media
- Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



Rate

\$1,265 per posting/month

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

Branded Features

Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by product category. It may contain multiple images and/or video treatments, and is promoted via:

- Home Page
- Features Section
- E-Newsletter
- Social Media
- Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

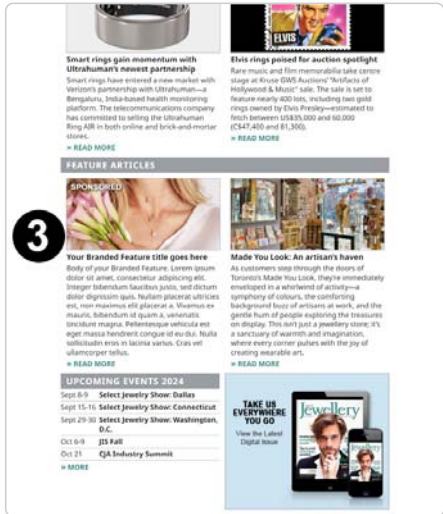
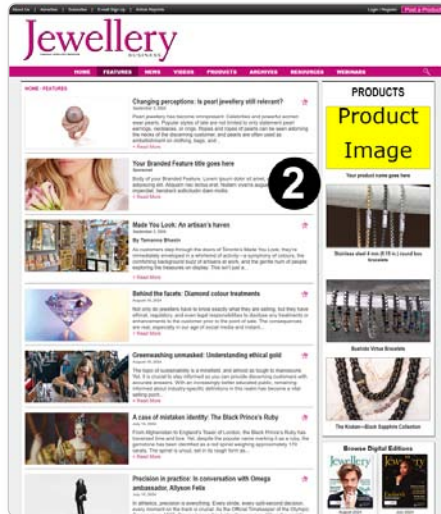


Rate

\$1,600 per posting/year

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Products

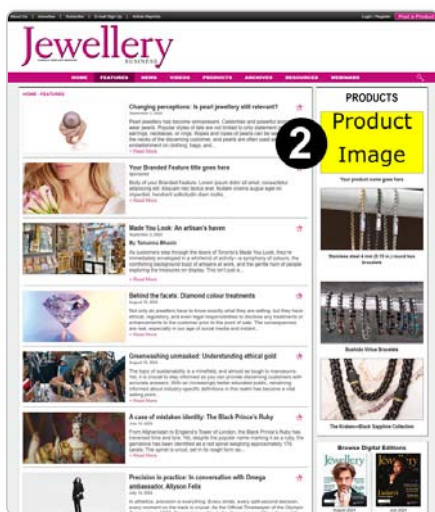
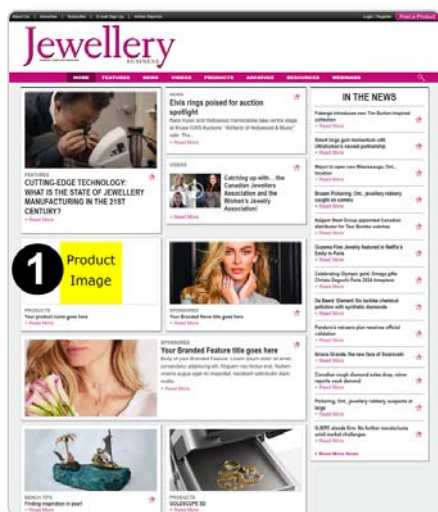
Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time.

Marketers receive up to three product/service profiles which are promoted via:

Home Page

Features Section - related products are served in context with user-selected content and appear alongside technical articles with similar themes

Product Section - searchable by category and keyword



Rate: \$210 per month (minimum three month purchase)

Build your product portfolio now and get three product listings and two months free if you book an annual program.

Deliverables

Go to **Post a Product** and create your product profile.

- Product name up to 10 words

- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)

E-Broadcasts

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

Reach: 9,400 recipients

Rate: \$2,615

Lead generation programs are available for all custom e-mail broadcasts.

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



Jewellery Business is pleased to present the following opportunity for our readers. Jewellery Business does not endorse the following products, services, or events and your contact information remains strictly confidential.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

Cras venenatis ante sagittis elit ullamcorper consequat. Phasellus eget quam id velit hendrerit commodo eu vel tellus. Sed fringilla vitae tellus vel posuere. Sed nec orci vel massa ornare aliquet. Cras orci lectus, venenatis sit amet bibendum nec, consequat eget ante. Nam dictum a quam quis lobortis.

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[Learn More](#)

E-Newsletter Sponsorship

Our bi-weekly e-newsletter, **Jewellery Business News**, features breaking news from within Canada's jewellery industry. **Jewellery Business News** is delivered twice per month, the 1st and 3rd Monday, via e-mail to over 8,000 jewellery professionals. E-Newsletter sponsors receive two exclusive 'above-the-fold' advertising positions.

Leaderboard (728 x 90 pixels)

Big Box (300 x 250 pixels)

Reach: 9,800 recipients

Frequency: Bi-monthly

Rate: \$1,605/newsletter

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications


- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

Jewellery BUSINESS NEWS

September 3, 2024


TOP STORIES



Fabergé introduces new Tim Burton-inspired collection

In honour of the much-anticipated sequel to Tim Burton's 1988 film, *Beetlejuice Beetlejuice*, Fabergé has joined forces with Warner Bros. Discovery Global Consumer Products to unveil the Fabergé x Beetlejuice Beetlejuice® fine jewellery collection.

[» READ MORE](#)




SPONSORED

Your Branded News title goes here

Body of your Branded News. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis.

[» READ MORE](#)



133-carat yellow diamond dazzles at Sotheby's auction


The largest fancy vivid yellow diamond to sell at auction recently passed through Sotheby's New York. The top lot at the December Magnificent Jewels auction, the 133.03-carat unmounted cushion modified brilliant-cut gem fetched more than C\$7.4 million (US\$5.5 million).

[» READ MORE](#)

2. Big Box



PRODUCTS



CHAINS, FINDINGS & JEWELRY SUPPLIES
Kamal Trading Co., Inc.

Digital Edition Sponsorship

The Digital Edition of **Jewellery Business** is a fully interactive copy of the print magazine. Digital Edition sponsorship consists of a full-page ad placed across from the front cover, as well as sponsor recognition within our bi-weekly newsletter until the next issue is released.

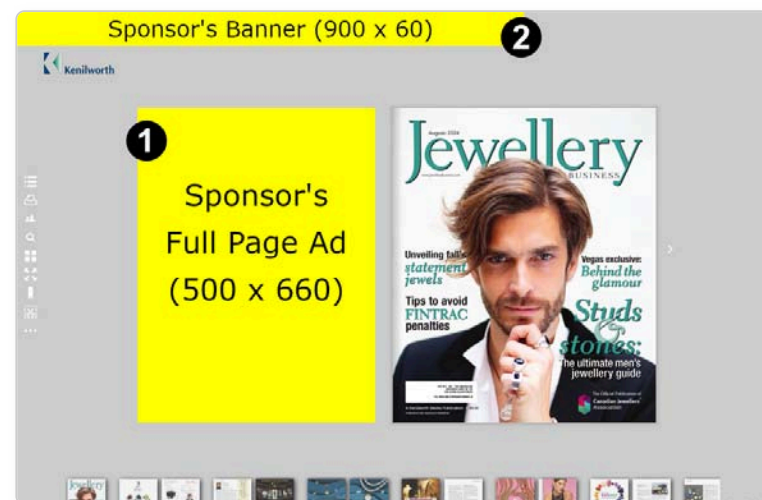
Full-page ad placed adjacent to the front cover.

Exclusive top-of-page banner, visible on every page.

Promotion in our Digital Edition notification e-mail including your logo and 300-word profile

Weekly promotion to over 9,800 E-Newsletter recipients.

Rate: \$2,050/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

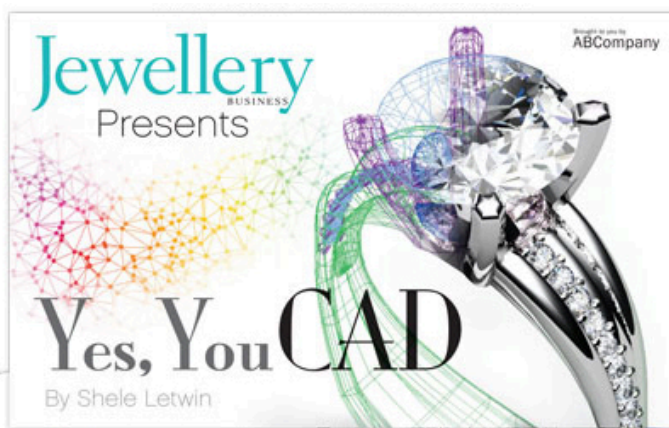
E-books

Jewellery Business offers the opportunity to publish special focus e-books on our most sought after topics, curated by our editorial staff and e-mailed to more than 9,800 readers. Jewellery professionals with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

Rate: \$6,515



Click image to view interactive sample

Deliverables

- Up to five ads:
- Half page: 5.6" x 7" @ 300dpi
- Full page: 11.2" x 7" @ 300dpi
- No bleed required
- Company Logo (Minimum 2" x 1" @ 300dpi)



Custom Market Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!



Webinars

Looking for a better way to engage customers and prospects?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- ✓ Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- ✓ We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- ✓ Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- ✓ We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- ✓ You have the opportunity to get valuable feedback by asking participants two openended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- ✓ You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.

- ✓ Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- ✓ We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: \$5,925 (topic subject to approval)

Add the edited MP4 file: \$750

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Pool & Spa Marketing, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.